

Message Text

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PAGE 01 WARSAW 06541 131616Z
ACTION EUR-12

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-----077542 140013Z /73

R 131421Z SEP 77
FM AMEMBASSY WARSAW
TO AMEMBASSY STOCKHOLM
INFO USDOC WASHDC UNN
USIA WASHDC
SECSTATE WASHDC 350
AMEMBASSY LONDON

UNCLAS WARSAW 6541

USIAC

FOR ICS, IEU, LONDON FOR RRU

COMMERCE INFO FOR BEWT/OEWCA/LOTARSKI

E.O. 11652: N/A

SUBJ: POLISH SPONSORED "NEW MARKET DEVELOPMENT" SEMINAR;
RECOMMENDED U.S. PARTICIPATION

REF: (A) USIA CIRCULAR 24002, (B) WARSAW 6414

1. PLEASE CONTACT PROFESSOR HAROLD G. JOHNSON AT LEINKOPING UNIVERSITY (CONTACT: C/O AKE FLODMAN, LEINKOPING UNIVERSITY, S581-83 LEINKOPING, SWEDEN) AND ASCERTAIN HIS AVAILABILITY FOR PARTICIPATION IN A MARKETING SEMINAR SPONSORED BY THE POLISH MANAGEMENT ORGANIZATION AND DEVELOPMENT INSTITUTE (MODI) WHICH WILL BE HELD NOVEMBER 12-20 AT JACHRANKA (A RESTORED PALACE) NEAR WARSAW. MODI IS ORGANIZING THIS SEMINAR, WHICH WILL INCLUDE REPRESENTATIVES FROM ALL THE MAJOR HEAVY INDUSTRIAL FOREIGN TRADE ORGANIZATIONS IN POLAND, TO AID POLISH MARKETING MANAGERS IN THEIR VARIOUS ATTEMPTS TO ENTER THE AMERICAN MARKET.

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2. IF JOHNSON IS AVAILABLE, WE WILL PRESENT HIS BIOGRAPHIC DATA TO THE MODI ORGANIZERS AND ASK THEM TO GIVE US SPECIFIC DETAILS ON WHAT ASPECTS OF THE MARKETING SEMINAR THEY WOULD LIKE HIM TO CONCENTRATE IN HIS PRESENTATIONS. THERE WILL BE A TOTAL OF 10 U.S. PARTICIPANTS IN THE SEMINAR INCLUDING 2 OR 3 ACADEMICIANS, 6 OR 7 MARKETING SPECIALISTS REPRESENTING U.S. COMPANIES, AND 1 U.S.G. REPRESENTATIVE WHO WILL TALK ON U.S. IMPORT REGULATIONS.

3. THE EMBASSY WILL PAY JOHNSON'S ROUND-TRIP TRAVEL EXPENSES (LEINKOPING/WARSAW/LEINKOPING) AND A DOLLARS 250 TOTAL HONORARIUM FOR THE FIVE WORKING DAYS OF THE SEMINAR. WORKING SESSIONS ARE SCHEDULED FOR MONDAY, NOVEMBER 14, THROUGH FRIDAY, NOVEMBER 18. MODI WANTS ALL U.S. PARTICIPANTS AT JACHRANKA BY SUNDAY, NOVEMBER 13, AT THE LATEST, BUT THEY ARE OFFERING TO HOST PARTICIPANTS ON THE WEEKENDS BEFORE AND AFTER THE CONFERENCE DURING WHICH THEY WILL ARRANGE SOME TOURISM IN WARSAW. WIVES ARE WELCOME TO ATTEND BUT MODI CANNOT COVER THEIR EXPENSES.

4. PLEASE ADVISE ASAP WHETHER JOHNSON IS INTERESTED. IF HE IS, WE WILL PROVIDE HIM WITH MORE DETAILED INFORMATION ON THE CONFERENCE.
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Message Attributes

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Disposition Approved on Date:
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